



China Interventional Cardiovascular Device Industry Report, 2011-2012

Aug. 2012

STUDY GOAL AND OBJECTIVES

This report provides the industry executives with strategically significant competitor information, analysis, insight and projection on the competitive pattern and key companies in the industry, crucial to the development and implementation of effective business, marketing and R&D programs.

REPORT OBJECTIVES

- ◆ To establish a comprehensive, factual, annually updated and cost-effective information base on market size, competition patterns, market segments, goals and strategies of the leading players in the market, reviews and forecasts.
- ◆ To assist potential market entrants in evaluating prospective acquisition and joint venture candidates.
- ◆ To complement the organizations' internal competitor information gathering efforts with strategic analysis, data interpretation and insight.
- ◆ To suggest for concerned investors in line with the current development of this industry as well as the development tendency.
- ◆ To help company to succeed in a competitive market, and

METHODOLOGY

Both primary and secondary research methodologies were used in preparing this study. Initially, a comprehensive and exhaustive search of the literature on this industry was conducted. These sources included related books and journals, trade literature, marketing literature, other product/promotional literature, annual reports, security analyst reports, and other publications.

Subsequently, telephone interviews or email correspondence was conducted with marketing executives etc. Other sources included related magazines, academics, and consulting companies.

INFORMATION SOURCES

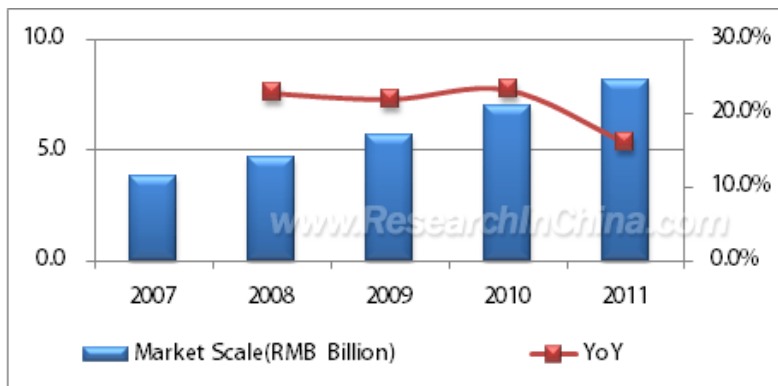
The primary information sources include Ministry of Health of the People's Republic of China, National Bureau of Statistics of China and WIND Database etc.

Abstract

As the increase in the morbidity of cardiovascular and cerebrovascular diseases, the rise in per capita income and the expansion of medical insurance payment proportion, the demand for interventional cardiovascular devices has been effectively released in China in recent years. In 2011, the interventional cardiovascular device market scale (by the selling price of hospital terminals) in China approximated RMB11.69 billion, of which, the market size of cardiovascular stents hit RMB8.17 billion and that of the supporting devices for operation approximated RMB3.52 billion. In 2007-2011, the cardiovascular stent market scale of China presented a CAGR of 21.0%.

In recent years, Chinese interventional cardiovascular device enterprises have made much progress in R&D capability, scale of capital and brand influence, seizing more and more market share thanks to their advantages in price and channel. And the foreign counterparts are going into overdrive to tap into Chinese market by establishing plants there or by joint venture and M&A. At present, Chinese industrial players far outstrip its foreign peers concerning the market occupancy of coronary stents, while the foreign businesses still dominate the supporting device market.

China Cardiovascular Stent Market Scale and Growth Rate, 2007-2011



Source: ResearchInChina <China Interventional Cardiovascular Device Industry Report, 2011-2012>

Having laid a sound foundation and formed a competitive pattern, the interventional cardiovascular device industry of China characterizes quite high entry barriers. Thus, disorderly competition will pose little risk to the businesses, ensuring their gross margin at a higher level. In 2007-2011, the gross margins of leading players in interventional cardiovascular device industry including MicroPort, Lepu Medical and weigaogroup were all kept above 75.0%.

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The report highlights the followings :

- Market scale, import & export, profit level, competition pattern, etc of Chinese interventional cardiovascular device industry;
 - Regulatory policy, industrial policy, entry barrier, influence from upstream and downstream sectors;
 - Market segments such as coronary stent, balloon catheter, conduit, etc.
- Production, operation, business, operation in China of Top 5 foreign interventional cardiovascular device manufacturers;
- Production, operation, investment, M&A and businesses of leading Chinese interventional cardiovascular device manufacturers.

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